

**AMERICOM BROADCASTING
&
RENO RADIO REPRESENTATIVES**

INTERNSHIP PROGRAM

Americom Broadcasting and Reno Radio Representatives (3R) works with local schools, colleges and universities to provide students the opportunity to apply coursework learned or taught in the classroom with practice in the workplace. Students are placed in radio broadcast/production areas, business operations, promotions, sales and marketing and other positions related to their major or career goals.

Americom Broadcasting and 3R offers internship opportunities for students providing they meet the outlined criteria. It is very important that the student has the desire to learn all aspects of radio, not just being behind the microphone. Americom and 3R considers the use of interns as an important recruiting tool. The program allows Americom and 3R to identify high potential talent for future employment.

The radio stations included in the internship programs are KBZZ 1270 AM The Buzz, KLCA Alice@96.5, KODS 103.7 The River, KJFK 1230 AM, KRNO Sunny 106.9, KZTQ 97.3 BOB FM.

Eligibility:

- Student must be currently enrolled in an accredited college/university, or high school, earning credit for their internship.
- Have a GPA of at least a 3.0
- Student majoring in journalism, broadcasting or communications are preferred, but those majoring in public relations, marketing, advertising, English, history, international studies, political science, computer science and finance are welcome to apply and will be considered.
- Student must have basic computer skills as well as excellent written and oral communication skills.

How to Apply:

Interested students should forward their resumes via:

E-mail	Americomhr@americombroadcasting.com
Fax	775-823-1918
Mail	Americom Broadcasting Attn: Internship Program 961 Matley Lane, Ste. 120 Reno, NV 89502

Be sure to include which semester you are interested in interning and which field of study you are majoring in.

Internships Available:

Production Assistant: You will learn all aspects of the production department that produces and creates many of the advertisements heard on Americom radio stations. Duties include data entry, production log review, organizing production materials, and other projects as assigned by our Production Director.

Promotions Assistant: The world of radio promotions is a very exciting place, and it's our goal that you experience as much as you can. You will work alongside our station's Promotions Director in executing promotions for both on-air and off. Duties include data entry, prize inventory, weekly promotions meetings, outside remote setup(s), and other projects as assigned by our Promotions Director.

Programming Assistant: Interns interested in a programming position will learn many skills needed to help run a radio station. Major duties will include learning how to use the broadcast equipment and operate the console. Interns will work with our Program Directors to help plan station events, help with the production of spots, and work with the promotions department to plan remotes.

Traffic Assistant: Interns interested in the business aspect of radio broadcasting will learn data entry skills that will include network spot scheduling and affidavits, contract entry and commercial scheduling, and co-op billing/copy entry. Other areas will involve Accounts Receivable billing and collections.

Sales/Marketing Assistant: As a sales intern you will be involved in every step leading up to the sale of radio commercial spot advertising. The duties will include market research, prospecting new clients, using your creativity to develop proposals, copywriting and promotional ideas. Other duties include keeping one sheet proposals in stock, making contest boxes, and helping at on-location remotes.

Mentor Program

It is the responsibility of the mentor to provide direct, on-the-job supervision of the student intern, which includes the following:

1. Orienting the intern to structure and operations.
2. Orienting the intern to policies and procedures regarding appropriate dress, office hours, applicable leave policies.
3. Introducing the intern to the staff.
4. Providing a job description for the intern.
5. Providing the intern with adequate resources necessary to accomplish job objectives.
6. Affording the intern the opportunity to identify with their mentor those opportunities in which the intern may wish to participate, such as office meeting, conferences, projects, and other functions.
7. Assigning and supervising the completion of the intern's tasks and responsibilities that are consistent with the intern's placement.
8. Consulting with their mentor in the event of personal, communication or other problems that are disrupting their learning and performance.
9. Providing regularly scheduled supervisory conferences with the intern.
10. Submitting an evaluation on the intern's performance.

Intern's Name: _____

Individual assigned as Mentor: _____

Mission Statement

Our mission is to be the best broadcast company in northern Nevada. Reno Radio Representatives and Americom Broadcasting are committed to providing our customers and listeners with the very best products, service and satisfaction guaranteed. We take great pride in our company and we strive to make sure that everything we do is superior.

INTERN ORIENTATION:

Who are we?

Americom Broadcasting is a radio broadcasting company that provides quality entertainment, news and information programming to the local communities we serve. We believe that first class programming is both good public policy and good business.

We purchased our first radio station in 1982, and we still operate that original property in Reno, known today as KODS-FM, 103.7 The River. In addition to KODS-FM, we currently own and operate five other radio stations serving the Reno market: KBZZ-AM 1270 The Buzz, KJFK-AM 1230 Progressive Talk Radio, KLCA-FM Alice @ 96.5, KRNO-FM Sunny 106.9, and KZTQ 97.3 BOB FM.

Reno Radio Representatives (3R) currently provides sales support for the six Americom radio stations and one station operated by Scott Comm, KWNZ Z93.7. 3R is not involved in the programming, management or engineering activities of that stations we represent. 3R is strictly a sales organization dedicated to development of the most professional broadcast sales department in Nevada.

Management Teams:

Americom: Tom Quinn, Owner
Daniel Cook, General Manager
Heather Welch, Business Manager
Bill Schulz, Operations Director, Director of Programming, PD KZTQ
Dan Fritz, PD KRNO, Dir. of AM Programming (KBZZ-AM/KJFK-FM)
Benjamin Bretz, PD KLCA-FM, PD KODS-FM

Reno Radio Representatives:

Tom Quinn, Chairman
Scott Seidenstricker, Co-Chair
Daniel Cook, General Manager
Heather Welch, Business Manager
Pat Cantwell, KODS-FM/KZTQ-FM Sales Manager
Carrie Alcorn, KLCA-FM/KRNO-FM Sales Manager
Daniel Cook, KBZZ-AM/KJFK-AM Sales Manager

What is a broadcast license?

Broadcasting over radio airwaves is not a right, it is a privilege granted by the federal government. Therefore, we are licensed by the FCC (Federal Communications Commission). We are very protective of our license to operate. It is our responsibility to follow all rules and regulations set forth by the FCC which include (but not limited to), EEO, EAS logs, transmitter logs, station id's, public affairs programs, public files, and engineering aspects.

What is expected of our interns?

We are excited to have you join our team and hope that you will grow with our organization as you develop more skills throughout your internship program. What we expect from you is what any organization will expect in the work force: a work ethic that involves hard work, dedication, initiative, loyalty & desire to learn and grow.

What career opportunities do we offer?

Americom Broadcasting:

P/T Board Operator & PIBs; On-Air Personalities; Remote Technicians; Engineers; Production Assistants or Director; Promotions Director; Program Directors. (Some positions will require multiple years of experience.)

Reno Radio Representatives:

Receptionist; Sales Secretary; Traffic Directors; Business Manager; Account Executives; Sales Managers. (Some positions will require multiple years of experience.)

<u>SCHOOL</u>	<u>PHONE #</u>	<u>CONTACT PERSON</u>
UNR Internship/Career Services	784-4678	Debbie Carlson
UNR School of Journalism	784-6531	Warren Lerude
UNR College of Business Marketing	784-4912	Jane Bessett
WNCC Marketing Division Office	445-3000	Jack Anderson
Morrison University	850-0700	Christine
TMCC Internships	674-7661	Bonnie Green
Bishop Manogue H.S.	336-6000	Juli Parker
Galena H.S. (850-8021)	851-5630	Ardene Sprinkle
Hug H.S.	330-5300	Mary Denhart
I Can Do Anything Charter School	857-1544	Mr. Beebee
McQueen H.S.	746-5856	Wendy Hay
North Valleys H.S.	677-5499	Arlene Sprinkle
Reno H.S.	333-5050	Ardene Sprinkle
Sage Ridge H.S.	852-6222	Rochelle Wagner
TMCC Magnet High	674-7600	Ardene Sprinkle
Truckee Meadows School	858-4541	Ardene Sprinkle
Washoe High	333-5150	Ardene Sprinkle
Wooster H.S.	333-5100	Ardene Sprinkle

Washoe County School District
Ardene Sprinkle 850-8021

Ardene Sprinkle is in charge of the internship program within the Washoe County School District. She works with all the High Schools in the area, and TMCC, to place excelling students in internship positions throughout the community. Students participating in the program must be in the 11th and 12th grade, and are generally part of the Gifted & Talented program or in Honors Classes. Students must intern for 86 hours and upon completion will earn a ½ unit of credit.

The program runs during the school year, and some students also choose to intern during the summer. Ardene has our number and information and she will contact us if she has a student who wants to intern with our company. Since the Spring Semester has already begun, we will not be getting any interns until the Summer or Fall Semester. However, everything is in place to begin with our new internship program here at Reno Radio Representatives and Americom Broadcasting.

McQueen High School
Wendy Hay 746-5856

Although McQueen is a part of the Washoe County School District, they are interested in working with us for individual students who show an interest in the field of Radio Broadcasting. Wendy Hay runs the Career Center and would like us to send more information about what types of internships we have available. She will call us if she has anyone who is interested in our program.

I Can Do Anything Charter School
Allen Beebee 857-1544

I Can Do Anything Charter School has a Work Study Program in place and would like to have a representative of the Stations to go to the school to talk with their students. Any students that may be interested in the internship will be allowed to meet with the representative. Allen Beebee will refer students that are still interested in the internship to us.

Sage Ridge High School
Dr. Rochelle Wagner 852-6222

At Sage Ridge H.S., seniors are required to intern in order to graduate. They spend the month of May interning at different companies in the area. Students must intern for 20 hours a week in order to obtain the credit necessary to graduate. Dr. Rochelle Wagner is in charge of the program and she has added Reno Radio Reps and Americom Broadcasting to the list of companies that students may intern with.

Bishop Manogue Catholic High School
Juli Parker 336-6031

The Internship Program at Bishop Manogue is designed to give juniors and seniors with a cumulative 3.0 grade point average, or better, an on-site experience in a chosen career area. Interns will earn one-half credit for every 86 hours. Students interested in an internship in the field of radio will contact Juli Parker, who will in turn contact us to set up the internship.

UNR School of Journalism
Warren Lerude 784-6531

UNR School of Journalism has an internship program, which is run by Warren Lerude. We may register online, which will allow us to post our positions directly to the website (<http://www.unr.edu/career>). We may also e-mail a description of our internship to dcarlson@unr.edu, and it will be included in the Internship Newsletter, which is e-mailed to over 500 students. We will also need to send them information on what types of positions we have available and what an intern would be responsible for in each position. It is recommended that we offer some compensation, whether it's salary, scholarship upon successful completion, or offer to pay for credits. New students must intern for 150 hours to earn 3 credits, previous students must intern for 120 hours for 1 credit.